



Retail Goods and Services Expenditures

Prepared by ARMS

Counties: Houston, AL

Top Tapestry Segments:		Demographic Summary		
			2008	2013
Midland Crowd	19.0%	Population	97,907	105,005
Southern Satellites	13.9%	Households	39,894	43,098
In Style	7.9%	Families	27,618	29,520
Modest Income Homes	7.8%	Median Age	38.5	39.6
Rustbelt Traditions	5.2%	Median Household Income	\$40,853	\$45,081

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	59	\$1,592.34	\$63,524,841
Men's	59	\$294.03	\$11,730,007
Women's	56	\$531.18	\$21,191,040
Children's	68	\$282.72	\$11,278,764
Footwear	49	\$236.85	\$9,448,903
Watches & Jewelry	70	\$155.22	\$6,192,493
Apparel Products and Services ¹	73	\$92.34	\$3,683,634
Computer			
Computers and Hardware for Home Use	68	\$143.49	\$5,724,440
Software and Accessories for Home Use	67	\$19.31	\$770,184
Entertainment & Recreation	73	\$2,719.93	\$108,508,902
Fees and Admissions	66	\$409.47	\$16,335,475
Membership Fees for Clubs ²	69	\$114.84	\$4,581,509
Fees for Participant Sports, excl. Trips	66	\$75.57	\$3,014,591
Admission to Movie/Theatre/Opera/Ballet	64	\$95.91	\$3,826,324
Admission to Sporting Events, excl. Trips	66	\$40.55	\$1,617,703
Fees for Recreational Lessons	65	\$82.23	\$3,280,608
Dating Services	63	\$0.37	\$14,740
TV/Video/Sound Equipment	72	\$1,031.61	\$41,155,006
Community Antenna or Cable TV	75	\$554.66	\$22,127,596
Televisions	68	\$199.71	\$7,967,376
VCRs, Video Cameras, and DVD Players	73	\$24.27	\$968,131
Video Cassettes and DVDs	71	\$46.35	\$1,849,029
Video Game Hardware and Software	71	\$25.33	\$1,010,557
Satellite Dishes	78	\$0.87	\$34,561
Rental of Video Cassettes and DVDs	71	\$36.30	\$1,448,254
Streaming/Downloaded Video	63	\$0.51	\$20,187
Sound Equipment ³	66	\$139.50	\$5,565,241
Rental and Repair of TV/Radio/Sound Equipment	70	\$4.11	\$164,074
Pets	81	\$357.02	\$14,242,901
Toys and Games	74	\$110.46	\$4,406,797
Recreational Vehicles and Fees ⁴	86	\$374.76	\$14,950,487
Sports/Recreation/Exercise Equipment ⁵	66	\$143.00	\$5,704,996
Photo Equipment and Supplies ⁶	72	\$91.57	\$3,653,078
Reading ⁷	70	\$202.04	\$8,060,162
Food	72	\$6,001.43	\$239,421,090
Food at Home	73	\$3,548.01	\$141,544,379
Bakery and Cereal Products	73	\$492.09	\$19,631,540
Meat, Poultry, Fish, and Eggs	73	\$893.85	\$35,659,396
Dairy Products	72	\$403.59	\$16,100,636
Fruit and Vegetables	70	\$579.80	\$23,130,388
Snacks and Other Food at Home ⁸	74	\$1,178.68	\$47,022,419
Food Away from Home	72	\$2,453.42	\$97,876,711
Alcoholic Beverages	67	\$399.16	\$15,924,160
Nonalcoholic Beverages at Home	75	\$329.07	\$13,127,916



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	65	\$663.08	\$26,452,872
Vehicle Loans	78	\$4,508.67	\$179,868,920
Health			
Nonprescription Drugs	79	\$89.85	\$3,584,495
Prescription Drugs	82	\$462.59	\$18,454,445
Eyeglasses and Contact Lenses	75	\$57.84	\$2,307,601
Home			
Mortgage Payment and Basics ⁹	69	\$6,352.97	\$253,445,348
Maintenance and Remodeling Services	67	\$1,385.55	\$55,275,286
Maintenance and Remodeling Materials ¹⁰	78	\$323.76	\$12,916,047
Utilities, Fuel, and Public Services	76	\$3,471.28	\$138,483,425
Household Furnishings and Equipment			
Household Textiles ¹¹	70	\$98.25	\$3,919,624
Furniture	68	\$449.66	\$17,938,827
Floor Coverings	70	\$67.78	\$2,704,130
Major Appliances ¹²	73	\$221.99	\$8,855,984
Housewares ¹³	66	\$62.93	\$2,510,717
Small Appliances	72	\$25.31	\$1,009,570
Luggage	65	\$6.56	\$261,530
Telephones and Accessories	60	\$26.07	\$1,039,944
Household Operations			
Child Care	69	\$285.55	\$11,391,718
Lawn and Garden ¹⁴	76	\$320.74	\$12,795,532
Moving/Storage/Freight Express	67	\$35.21	\$1,404,726
Housekeeping Supplies ¹⁵	75	\$570.99	\$22,779,248
Insurance			
Owners and Renters Insurance	79	\$387.96	\$15,477,233
Vehicle Insurance	74	\$1,030.78	\$41,121,743
Life/Other Insurance	77	\$445.23	\$17,762,083
Health Insurance	77	\$1,563.59	\$62,377,808
Personal Care Products ¹⁶	72	\$313.39	\$12,502,465
School Books and Supplies ¹⁷	68	\$80.67	\$3,218,352
Smoking Products	80	\$362.38	\$14,456,946
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	74	\$3,841.19	\$153,240,609
Gasoline and Motor Oil	77	\$1,941.82	\$77,466,770
Vehicle Maintenance and Repairs	72	\$714.73	\$28,513,461
Travel			
Airline Fares	63	\$264.98	\$10,571,136
Lodging on Trips	69	\$292.34	\$11,662,452
Auto/Truck/Van Rental on Trips	63	\$24.42	\$974,293
Food and Drink on Trips	69	\$324.28	\$12,936,698

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

⁵**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁶**Sports/Recreation/Exercise Equipmen** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁷**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁸**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

⁹**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

¹⁰**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹¹**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

¹²**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹³**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹⁴**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁵**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁶**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

¹⁷**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁸**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

¹⁹**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.